

218837

TvSCAN

Petty - Ian

Broadcast Order/Confirmation

Elise Cloyd - 10/31/12 12:05 PM

Grand Rapids-Kalmzoo-B.crk - MAYNOV Nielsen

Qualitative Criteria: Release 1 2012 Apr11-Mar12 SCARBOROUGH

Political party affiliation is Independent, Independent, but feel close Democrt or Independent, but feel close Republon and registered to vote in district of residence and always vote in presidential elections

Buyer	Elise Cloyd	Order Number	78
Client	60 Plus Association	Campaign	Est. 78
		Flight	Flight 1 11/01/12-11/05/12
Station	WOOD	Agency	Mentzer Media Services Inc
Address		Address	600 Fairmount Avenue
			Suite 306
			Towson
			MD 21286
WOOD-NBC		QAJP 35+	
Time Period	Rate	Run Dates	Len Sp Mo Tu We Th Fr Sa Su RTG CPP

3	NEWS8-DAYBREAK	Th-Fr 6:00a-7:00a	✓	\$1,000	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	3	\$333.33
3	TODAY SHW	Th-Fr 7:00a-9:00a	✓	\$1,350	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	4	\$337.50
2	TODAY SHOW 3	Th-Fr 10:00a-11:00a	✓	\$1,000	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	2	\$500.00
2	NEWS 8 AT NOON	Th-Fr 12:00p-1:00p	✓	\$1,000	Nov01-Nov02	:30	2	--	--	--	1	1	--	--	5	\$200.00
1	NEWS 8 AT 5PM	Th-Fr 5:00p-5:30p	✓	\$4,500	Nov01-Nov02	:30	1	--	--	--	1	--	--	--	7	\$642.86
1	NEWS 8 SAT AM	Sat 7:00a-8:00a	✓	\$2,000	Nov03-Nov03	:30	1	--	--	--	--	1	--	--	6	\$333.33
1	NEWS 8 SAT AM	Sun 7:00a-8:00a	✓	\$2,000	Nov04-Nov04	:30	1	--	--	--	--	--	1	--	6	\$333.33
	TO THE POINT	Sun 10:00a-10:30a	✓	\$500	Nov04-Nov04	:30	1	--	--	--	--	--	1	--	2	\$250.00
3	NEWS8-DAYBREAK	Mon 6:00a-7:00a	✓	\$1,000	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	3	\$333.33
3	TODAY SHW	Mon 7:00a-9:00a	✓	\$1,350	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	4	\$337.50
2	TODAY SHOW 3	Mon 10:00a-11:00a	✓	\$1,000	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	2	\$500.00

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WOOD-NBC													QA/P 35+	
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP	
NEWS 8 AT NOON														
Mon 12:00p- 1:00p	\$1,000	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	5	\$200.00	
NEWS 8 AT 5PM														
Mon 5:00p- 5:30p	\$4,500	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	7	\$642.86	
WOOD Totals	\$26,550			17	Reach / Frequency							70	\$379.29	
												41.2	1.7	
Monthly	Nov 2012													
Gross Cost	\$26,550.00													

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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